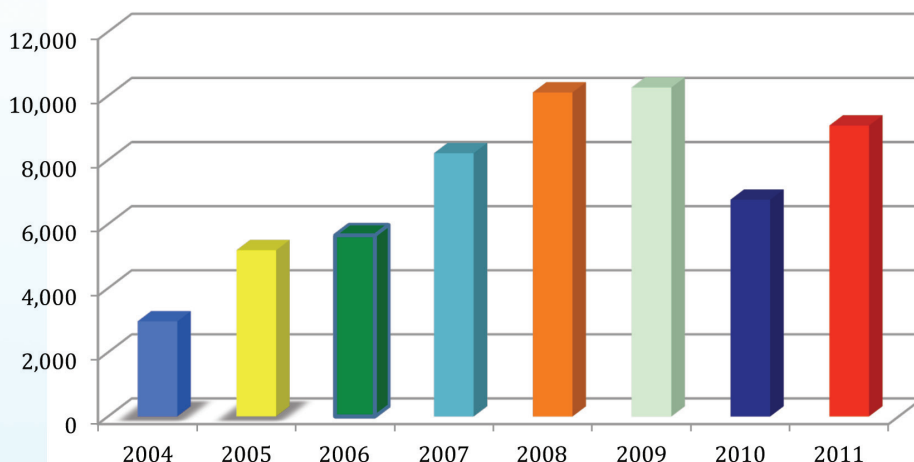


Total Annual Calls



Why use the Montana Tobacco Quit Line?

You are more likely to quit

Quit Line counseling can more than double a smoker's chances of quitting and Quit Line counseling combined with medication (such as NRT) can more than triple chances of quitting.⁵

The success rate is 40% for participants who receive both coaching and CHANTIX.¹

You'll see immediate results

Those who successfully quit reduce their risk for stroke, heart disease, and a number of cancers and other diseases.²

The risk of a heart attack decreases the very first day without tobacco.²

(Continued)

Montana's Tobacco Quit Line

Montanans are using this free service and successfully quitting—over 62,000 calls since 2004.

What is the Montana Tobacco Quit Line?

The Quit Line is a free state program that helps tobacco users end their addiction. The Quit Line provides the following services:

- **FREE** telephone-based service for all Montanans
- **FREE** personalized quit plans
- **FREE** cessation coaching
- **FREE** Nicotine Replacement Therapy including gum, patches, and lozenges
- **FREE** educational materials for you, friends, and family members
- **Discounted** Chantix and Bupropion prescriptions—Quit Line users pay less than one-third the retail cost

(Continued)



Phone (866) 787-5247
Website tobaccofree.mt.gov
e-mail infotobaccofree@mt.gov



- Specialists are available to assist teenage smokers, pregnant smokers and smokeless tobacco users
- Trained staff offer culturally appropriate services for Montana's American Indian clients
- Fax referral system for health care providers who have patients that want to quit using tobacco

You'll Save Money

Receive **FREE** Nicotine Replacement Therapy (NRT), including gum, patches, and lozenges.³

Save over two-thirds of the retail cost of a Chantix and Bupropion prescriptions when you enroll.³

Save an average of \$1,950 a year by quitting smoking.⁴

Call the Quit Line

**Toll-free 1-800-QUIT-NOW
(1-800-784-8669)**

Quit Line Hours of Operation

Monday – Thursday, 7:00 am – 9:00 pm

Friday, 7:00 am – 7:00 pm

Saturday – Sunday, 8:00 am – 4:30 pm

Sources

1. National Jewish Health & Medical Center, Tobacco Cessation Outcome Results for Montana Tobacco Quit Line, Denver CO, 2009.
2. The Health Benefits of Smoking Cessation: A Report of the Surgeon General, United States Public Health Service. Office of the Surgeon General; DHHS Publication No. (CDC) 90-8416; 1990.
3. Montana Tobacco Use Prevention Program, Montana Department of Public Health and Human Services, 9/2009.
4. Immediate Smoker Savings from Quitting in Each State. Campaign for Tobacco-Free Kids, 1400 I Street N.W., Suite 1200, Washington, DC; 7/2009. <http://www.tobaccofreekids.org/research/factsheets/pdf/0337.pdf>
5. Fiore, MC, et al., Treating Tobacco Use and Dependence: 2008 Update – Clinical Practice Guideline, U.S. Public Health Service, May 2008.